

Alex Brand

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PROFESSIONAL EXPERIENCE

Independent Contractor, Nickels Inc., Ann Arbor, MI

September 2024 - August 2025

- Owned key aspects of the design process for CardFit—a credit union card aggregator—collaborating with developers in producing new product features resulting in the acquisition of 19 new credit union clients.
- Architected and executed 10 mixed-method user focused testing cycles that helped inform SEO strategies leading to a gradual increase in web traffic culminating in 67k unique visits in year one.
- Established client and user trust through an iterative design process incorporating client and user feedback—reaching 9,000 unique credit pulls in the first year.

UX and Product Design - Intern, Nickels Inc., Ann Arbor, MI

September 2023 - August 2023

- Overhauled and revamped existing design system, establishing a stronger brand vision while also grooming design components for development stories resulting in a more streamlined design and development process.
- Assembled custom marketing materials in direct partnership with the CEO on tight timelines to support sales efforts, enabling a multi-pronged client acquisition process incorporating both digital and physical channels.
- Partnered with product team and director of project management to assess, design, and test new project features considering the needs of both b2b clientele and consumer users.

Associate - Intern, Nickels Inc., Ann Arbor, MI

September 2021 - August 2021

- Provided support with spreadsheets and powerpoint presentations resulting in more efficient office operations.
- Initiated design opportunities through digital marketing campaign materials that facilitated the sale and distribution of client account analysis services, leading to the acquisition of 4 new non-investor clients.
- Designed and annotated product description pages that delivered nuanced information about financial services resulting in buy-in from credit union and debt management clients.

PROJECT EXPERIENCE

UX Designer, UX Capstone - Michigan Medicine Gifts of Art, Ann Arbor, MI

September 2023 - May 2024

- Redesigned sub-site structure by assessing user feedback, delineating unique user needs, and establishing a more semantic site architecture resulting in greater ease of navigation and a 32% increase in tested usability scores.
- Researched user needs via interviews, surveys, heuristic evaluation, and competitive analysis resulting in a deeper understanding of patient accessibility constraints, shifting focus to less obvious personas.
- Facilitated weekly meetings with 5+ project stakeholders, utilizing feedback to assess project priorities and make necessary pivots in focus as new insights developed.

EDUCATION

University of Michigan School of Information, Ann Arbor, MI

Graduated 2025

Bachelor of Science in Information (BSI) ; Focus UX design

- GPA: 3.85/4.00
- Relevant Coursework: Laws of UX, Usability and Needs Evaluation (UX research), Interaction Design Studio, Principles of Automotive UX, Online Communities,

SKILLS

UX Design: Prototyping, Needs assessment, Branding, Componentization, Design Systems, Iteration, User interviews

Visual Design: 2d illustration (Adobe AI, Photoshop, Canvas), 3d image making (Blender), Product staging (Blender),

Mockups (Figma), Typography (Adobe AI, Indesign, Figma).